

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

YOU ASKED FOR IT!

FASHION CALENDAR has been besieged with requests for reliable press lists of the New York and out-of-town fashion, beauty, home furnishings, food, merchandise, promotion, travel, newspaper syndicate and other editors, with the result that we are now offering this as a regular new service of the FASHION CALENDAR to subscribers and other members of the fashion and related industries. This is how we will function:

FASHION CALENDAR will address and mail your invitations, announcements, etc. for you guaranteeing that they will go to the right people, properly and accurately addressed. You deliver us your sealed, stamped envelopes, designating the group you want to reach. We do the rest -- and you can rely on us.

The same painstaking accuracy with which we have for more than six years provided you with weekly listings of fashion and related events, will go into the handling of your invitations and announcements.

CALL us for further information as to rates, time and extension of this service to cover any other special requirements.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 20, 1947</u>			
Monday Oct. 20 10:00 A.M.	PREVIEW EXHIBITION OF PRINTED SCARVES Showing of Ascher Scarves, with designs by Matisse, Moore, Deraine, Sutherland, Hichens, Hodgkins, Laurencin, Cocteau and others. Cocktail Party on Tuesday, Oct. 21, at 4:00 P.M. Attendance by invitation. Exhibition open until Nov. 1. Contact: Richard Maier, PE. 6-4219.	ASCHER LTD. OF LONDON (366 FIFTH AVENUE)	AMER. BRIT. ART CENTER 44 WEST 56TH STREET
Monday Oct. 20 12:30 P.M. Luncheon	FIRST IN SERIES OF MILLINERY LUNCHEONS New millinery by the following members of the Millinery Creators Guild: Bernice Charles, Harryson Hats, G. Howard Hodge, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Jeanne Tete, and Vogue Hats-Garfunkel Makers. Tickets: \$7.50. For tickets, contact: Millinery Stabilization Committee, CH. 4-6547. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 8-3145.) Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL PIERRE BALLROOM
Monday Oct. 20 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Harra will present the latest fur creations during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	HARRA FURS (15 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 20 1:30 P.M. Luncheon	FASHION SHOW AND BENEFIT LUNCHEON Sydell will show her Mid-Winter and Cruise collection of custom-order fashions at a luncheon given for Busy Buddies, Inc. For information, contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 20 3:30 P.M. Tea, Cocktails	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Press preview of custom-made originals for the resort season and for special occasions in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Saks Fifth Avenue, Stein & Blaine, also Farquharson and Wheelock (Horman Patrick Tappo), and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.	SWISS FABRIC GROUP; AMER. DRESSMAKERS ASSN.	HOTEL PIERRE COTTILLION ROOM
Monday Oct. 20 7:00 P.M.	"ADVERTISING-- ITS FUNCTION" First weekly advertising lecture in series of 18, with G. Lynn Sumner, president, G. Lynn Sumner Agency, discussing "Advertising--Its Function" --What It Can And Cannot Do. Cost of entire course: \$12.00. Contact: Advertising Women of N. Y., 1233 Sixth Ave., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Beginning Monday October 20	OPENING OF FOGA SPRING LINES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season: <u>MONDAY, OCTOBER 20</u> Carlye Dress Corp. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. Paul Sachs Originals, Inc. <u>THURSDAY, OCTOBER 23</u> Joseph Halpert, Inc. David Leonard & Levine, Inc. <u>MONDAY, OCTOBER 27</u> Ben Barrack, Inc. <u>TUESDAY, OCTOBER 28</u> Capri Frocks, Inc. Fred Greenberg Dress Co. International Dress Co. Junior League Frocks, Inc. Morris & Marcus Parnis-Livingston, Inc. Herbert Sondheim, Inc. Frank Starr, Inc.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS <u>WEDNESDAY, OCTOBER 29</u> Kaplan & Grabois, Inc. <u>THURSDAY, OCTOBER 30</u> Hansen Bang, Inc. William Bass Dress Co. Ed Gerrick, Inc. Janet Taylor <u>MONDAY, NOVEMBER 3</u> Deitsch, Wersba & Coppola, Inc. <u>TUESDAY, NOVEMBER 4</u> Hannah Troy, Inc. Martin Simon, Inc. <u>WEDNESDAY, NOVEMBER 5</u> Fox-Brownie, Inc. Ben Reig, Inc. C.H.D. Robbins Co. <u>FRIDAY, NOVEMBER 7</u> Samuel Kass Gowns, Inc.

Contact: Leonard V. Gendler, Executive Secretary, CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 20	CALIFORNIA FASHION PRESS WEEK Fashion editors from all over the country have been invited as guests of the California Apparel Creators for California Press Week. Attendance by invitation. Contact: Edmund McKanna, Exec. Dir., Calif. Apparel Creators, 756-South B'way, L.A.	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA
Beginning Tuesday Oct. 21 10:00 A.M.; 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Dresses, suits, and dinner dresses in Diminutives (for 5'5" and under) and Martini Frocks for Spring and Resort wear to be shown at 10:00 A.M. and 1:00 P.M. daily. Contact: Jerome Silverman, ME. 3-1468.	DIMINUTIVES; MARTINI FROCKS	498 SEVENTH AVENUE SHOWROOM
Tuesday Oct. 21 11:00 A.M.	SHOWING OF HATS BY KENETH HOPKINS Press showing of hats by Keneth Hopkins, designed exclusively for Gunther. (This showing was originally scheduled for Monday, Oct. 6). Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE 3RD FLOOR
Tuesday October 21 11:00 A.M.	PRESS PREVIEW IN CALIFORNIA Beach and near-the-beach fashions for Resort and Summer 1947-1948 will be presented to the members of the press and to the retail store representatives visiting in Los Angeles for Press Week. Attendance by invitation. Contact: Elizabeth D. Adams, Cole of Calif., 2615 Fruitland Rd., L.A. 11	COLE OF CALIFORNIA	TOWN HOUSE POOL LOS ANGELES
Tuesday Oct. 21 12:15 P.M. Luncheon	AMERICAN MARKETING ASSN. LUNCHEON MEETING The subject of the meeting is "Sources of Marketing and Merchandising Information and Statistics Available to Business" Speakers include Miss Ruth A. Lewis, Statistician in charge of Retail Trade Statistics, Federal Reserve Bank; Miss Ida Meyer, Librarian, N.Y. Branch of the U.S. Dept. of Commerce; Miss Marion Manley, Business Librarian, Newark Public Library. Price: \$2.50 members; \$2.75 non-members. Contact: Rhoda Robbins, MU. 5-8600.	AMERICAN MARKETING ASSN. RETAIL DISTRIB. GROUP	HOTEL SHERATON LEXINGTON AT 37TH
Tuesday Oct. 21 12:15 P.M. Luncheon	"NEW BEAUTY FOR THE NEW LOOK" Cosmetics Luncheon--"New Beauty For The New Look, with models wearing new faces and fashions." Speaker: Evelyn Green Haynes, Beauty Editor of Vogue. Chmn., Cosmetics Div., Leonore Buehler. Price (incl. tax and tip): \$3.40 for members; \$3.75 for guests. Contact: Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM
Tuesday October 21 12:30 P.M. Luncheon	SECOND IN SERIES OF MILLINERY LUNCHEONS Luncheon showing by following popular priced milliners: Alba Hat Co., Brandt Millinery Co., Croyden Hats, Elizabeth Hat Co., B. J. Goldenberg, Goldston-Weber, Harry Hikand, Lesser-Lasoff, Inc., Luxor Hat Co., Walter K. Marks, Millinery Fashion Creators, Frank Palmer, Parfait Hats, David Rothman, Morris Schachter & Co., William Silverman. Tickets: \$7.50. For tickets, contact Millinery Stab. Comm., CH. 4-6547. (Jewelry by Castle-cliff. Publicity: Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 21 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOWING Luncheon showing of newest millinery by Laddie Northridge. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz-Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 21 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Ass'n and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the U.S.A. For the public by invitation only. Contact: MU. 5-0238.	AMER. DRESSMAKERS ASSN.; SWISS FABRIC GROUP	HOTEL PIERRE COTILLION ROOM
Postponed Oct. 21	THE MANYA KAHN FACE AND BODY CONTOUR DEMONSTRATION. ORIGINALLY SCHEDULED FOR TUESDAY, OCT. 21, AT 4:00 P.M. HAS BEEN POSTPONED.		
Beginning Tuesday Oct. 21 3:00 P.M.; 7:45 P.M.	HOME DECORATING CLINIC Series of 6 Tuesday lectures by experts in the field of interior decoration. The first speaker will be John Normile, architect-editor of "Better Homes And Gardens", who will discuss trends in living today, and the changes that have taken place in traditional homes. Other subjects during the following week include: "Decorating - Today and Tomorrow"; "Color and How To Use It"; "Furniture Fabrics and Floor Coverings"; "Importance of Accessories"; "Holiday Menus and Holiday Service". Enrollment for course at Kresge-Newark. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	REGIMENTAL ROOM
Tuesday Oct. 21 7:30 P.M.- 9:30 P.M.	THIRD SESSION: FASHION TRAINING COURSE Subject: "Designing Trends" -- Discussion of Coats and Suits by Vincent Monte-Sano of Monte-Sano & Pruzan; Dresses by Netye D. Carson of Pat Hartley Casuals; and Shoes by Kate Goldstein Kamen, Guild of Better Shoe Mfgs. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)
Wednesday Oct. 22 12:30 P.M. Luncheon	THIRD IN SERIES OF MILLINERY LUNCHEONS Presentation of hats by the following Budget Milliners during luncheon: Barbara-Bretton, Beachurst Hats, Biltmore Hat, Brae-Burn Hat, Brody & Spector, Chesterfield Hat, Abe Del Monte, Abe Fagan, Ermos Hat, Fairview Hats, Juno Hats, Lanrose Hats, Ruby Art Hats, Salfair, Stately-Made Hats. For tickets, contact Millinery Stab. Comm.: CH. 4-6547. (Jewelry by Castlecliff. Publicity Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelly, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL PIERRE BALLROOM
Wednesday Oct. 22 1:00 P.M. Luncheon	"HATS FOR YOU" AT LUNCHEON SHOW Cavalcade of original hats by Mme. Aranka at a luncheon showing of "Hats For You". Press by invitation. Public by reservation. For reservations, contact: EL. 5-3000. Publicity: Ann Rountree, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 22 1:00 P.M. Luncheon	LUNCHEON SHOWING OF HOLIDAY CLOTHES New holiday fashions by Betty Lynne Modes will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room Headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	BETTY LYNNE MODES (444 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Postponed Oct. 22	THE LUNCHEON SHOWING OF NEW FOX FURS, ORIGINALLY SCHEDULED FOR OCTOBER 22, HAS BEEN POSTPONED TO WEDNESDAY, NOVEMBER 5, 1:00 P.M.		
Wednesday Oct. 22 1:30 P.M. Luncheon	MID-WINTER AND CRUISE COLLECTION Custom-order collection of Mid-Winter and Cruise fashions will be presented at luncheon. For information, contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	ASTOR HOTEL GRAND BALLROOM
Wednesday Oct. 22 2:30 P.M.	SHOWING OF NEW FASHIONS FOR WOMEN Fall and Winter fashions for women will be presented by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Oct. 22 4:00 P.M.- 6:00 P.M. Tea	PRESS SHOWING OF CHINESE ART & DECOR Opening of the New York branch of K. T. Liang, Inc., Shanghai, China, dealing exclusively in Chinese art and decor. Attendance by invitation only. Publicity: Sara Fox, Inc., MU. 3-6526.	K. T. LIANG, INC.	16 EAST 54TH STREET
Thursday Oct. 23 12:30 P.M. Luncheon	FOURTH IN SERIES OF MILLINERY LUNCHEONS The following uptown milliners will show their hats during luncheon: Anita Andra, Braagaard, Hattie Carnegie, Chanda, Lilly Dache, Enme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, Irene, John Fredericks, Lenesta, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Sally Victor. Tickets: \$7.50. For tickets, contact Millinery Stab. Comm. CH. 4-6547. (Jewelry by Castlecliff. Publ.: Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE BALLROOM
Thursday October 23 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Knize will present custom-order fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	KNIZE, INC. (20 EAST 56TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 23 2:00 P.M.	"CARTER'S LITTLE FOLKS' CIRCUS" Press showing of Carter's infants' underwear for the age range of 4 months to 4 years, with children modeling these clothes. Attendance by invitation only. Publicity: Doris King Porter, EL. 5-5800.	WILLIAM CARTER CO.	180 MADISON AVENUE SHOWROOM
Thursday Oct. 23 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BUILDING Informal opening for the press of a Frank Brothers' new building, dedicated to good taste in shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. Publicity: Doris Newman, Dundas & Frank, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 25	NATIONAL APPLE WEEK (Oct. 25-Nov. 1)		
Oct. 26	GIRL SCOUT WEEK (Oct. 26-Nov. 11). Contact: Girl Scouts, Inc., 155 East 44th Street, MU. 2-2505.		
Oct. 26	BETTER PARENTHOOD WEEK (Oct. 26-Nov. 1)		
Monday Oct. 27- Oct. 30	NATIONAL SHOE FAIR OF 1947	NATIONAL SHOE MFRS. NATIONAL SHOE RETAILERS	FIVE LEADING CHICAGO HOTELS
	Over 615 shoe firms, manufacturers, wholesalers and firms of the allied industries, will display their products in 1180 exhibit areas at five leading Chicago hotels: The Palmer House, The Stevens, The Morrison Hotel, Hotel Chicagoan and the Congress Hotel. The National Shoe Fair is jointly sponsored by the National Shoe Manufacturers Association and the National Shoe Retailers Association. Contact: George E. Gayou, Mgr., Palmer House, Room 953 W, Chicago.		
Monday Oct. 27 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING	LANGE OF NEW YORK (20 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Lange of N. Y. will present a fashion review, "Les Secrets Intimes", where highlights of his custom-made collection will be shown. Press by invitation. Public by reservation. For reservation, contact: PL. 3-4500, Ext. 123. Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Oct. 27 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
	Bellciano presents "Symphony for Spring", a press preview of new coats and suits. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Commentator: Leonie McLaughlin. By invitation only. Publicity: William Harvey Co., LO.3-6569.		
Oct. 27	SPRING OPENINGS BY MEMBERS OF ST. LOUIS FASHION CREATORS.		
Tuesday Oct. 28 1:00 P.M. Luncheon	ARPAD NECESSARIES AND ANGELA MILLINERY	ARPAD (689 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Luncheon showing of new costumes for daytime and evening wear, introducing a new collection of millinery by Angela. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Rosemary Sheehan, PL. 3-7945.		
Tuesday Oct. 28- Oct. 31 2:30 P.M., 8:30 P.M.	"FASHIONS OF THE TIMES"--SIXTH EDITION	NEW YORK TIMES	N.Y. TIMES HALL 240 WEST 44TH STREET
	Sixth annual fashion show--"Fashions of the Times"--staged by the N. Y. Times, with 2 performances daily, matinee and evening. About 150 costumes from the top couture and designing houses will be shown, with all proceeds for the scholarship fund of the Fashion Institute of Technology and Design. Tickets: \$1.80. Contact: Virginia Lally, N. Y. Times Promotion Dept., LA. 4-1000, Ext. 266.		
Wednesday Oct. 29 10:30 A.M.; 2:30 P.M.	MOYEN ORIGINALS FOR RESORT, SPRING, SUMMER	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
	Sam Friedlander will introduce the new Spring silhouette in a presentation of "Moyen" originals for Resort, Spring and Summer. Attendance by invitation only. Contact: Agatha Phillips, PE. 6-2663.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 29 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Millinery fashions by Rowland-Hughes at luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Rowland-Hughes, PL. 9-7758. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	ROWLAND-HUGHES (280 PARK AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 29 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW I. Miller will present their new shoes, bags, and accessories during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. I. Miller contact: Benjamin Franklin, BR. 9-2000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 29 1:30 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Sydell will present her custom-order collection of Mid-Winter and Cruise fashions during luncheon. For information, contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA JADE ROOM
Wednesday Oct. 29 2:30 P.M.	SHOWING OF FASHIONS FOR FORMAL WEAR Presentation of dresses, coats, and furs for formal attire. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Oct. 29 4:00 P.M. Cocktails	MOVIE: "UNDERMATING FIGURES FOR FASHIONS" A movie in color and sound. Theme: Showing underthings coordinated in Fit, Form and Color and the latest underneath fashions in "Undermates". Film will later be presented to the public daily in their modern Figure Fashion Theatre. Attendance by invitation only. (This showing had originally been scheduled for Oct. 22.) Publicity: Albert Blackton, LO. 5-2065 or Margaret Kent, WI. 7-8843.	BLACKTON FIFTH AVENUE	393 FIFTH AVENUE
Wednesday Oct. 29 5:00 P.M.	PREVIEW PARTY FOR NEW JUNIOR CENTER A & S will invite the press and trade to a special preview party at the opening of their newly modernized Junior Size Center, a complete floor featuring all the fashion needs for juniors. Presentation of a collection of fashions created by well known designers in the junior field. Attendance by invitation. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	THIRD FLOOR JUNIOR CENTER
Thursday Oct. 30 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Original fur fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Claire A. Wolff, LO. 5-5978. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
Oct. 31	HALLOWE'EN (Friday).		
Nov. 1	AMERICAN ART WEEK (Nov. 1-Nov. 8).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Nov. 3	MAIN SPRING OPENINGS GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Two groups of shoes will be featured: (1) Spring shoes for the occasion in country, town, afternoon, cocktail, dinner and evening styles designed to "go with" apparel; (2) Resort footwear buying to be completed. Shoes purchased at this opening will be for January and February delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth Avenue, Rk. 4-4888.		
Monday Nov. 3 12:00 Noon Luncheon	PRESS SHOWING OF SPRING COLLECTION	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM
	Presentation of Spring collection of Varden Petites and Casuals, to be followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.		
Monday Nov. 3 12:00 Noon- 11:00 P.M.	TWENTY-FOURTH ANNUAL WOMEN'S EXPOSITION	WOMEN'S NATIONAL INSTITUTE	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.
	An exposition including cultural, educational and industrial activities of interest to women of all ages. Admission 50¢ plus tax. Contact: PL. 3-4770.		
Monday Nov. 3 1:00 P.M. Luncheon	MIDWINTER MILLINERY AT LUNCHEON SHOW	EMILE-GEORGE (538 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
	Midwinter collection of hats for important occasions. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Mildred Kaldor, MU. 4-5267. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Nov. 3 4:15 P.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION	ZOE DE SALLE	18 EAST 53RD STREET
	Small collection of Winter and Resort custom-order originals and millinery will be presented to the press. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0397.		
Nov. 4	ELECTION DAY (Tuesday).		
Tuesday Nov. 4- Nov. 11	FIFTY-NINTH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN		
	Eight night and eight matinee performances of the 59th National Horse Show at Madison Square Garden, with daily performances at 2:30 P.M. and 7:45 P.M. Chmn., Press Committee, Maximilian Elser, Jr., MU. 7-7837.		
Wednesday Nov. 5 12:00 Noon Luncheon	"SPRING AHEAD"-- MILLINERY FASHIONS	MILLINERY DESIGNERS LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
	The Millinery Designers League will present a luncheon showing of new millinery for Spring -- "Spring Ahead". Luncheon at 12:00 noon. Show at 1:00 P.M. Press by invitation. Luncheon tickets available to the trade at \$8.50 each. For tickets and reservations, contact: Florence Contin, 175 West 93rd St., AC. 2-1358. Producer and commentator: Edyth Thornton McLeod, WI. 2-7800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 5 1:00 P.M. Luncheon	FASHION SHOWING DURING LUNCHEON Presentation of fashions by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, PL. 5-3644.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 5 1:00 P.M. Luncheon	CLOTHES FOR WINTER AT LUNCHEON SHOW "Pearls of Little Price", featuring Macy's Little Shop collection of clothes for Winter. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2254. Ritz Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 5 1:00 P.M. Luncheon	NEW FOX FURS AT LUNCHEON SHOWING Fox Fur Farmers of North America will present a fashion show of new and original designs in platinum and silver fox furs during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. (This showing had originally been scheduled for Oct. 22). Publicity: Martha Percilla, Abbott Kimball Co., Inc., PL. 3-9600. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	FOX FUR FARMERS OF NORTH AMERICA	WALDORF-ASTORIA SERT ROOM
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW: SKI AND AFTER-SKI FASHIONS Opening of the new Ski Shop for Men and Women with a press preview of Ski and After-Ski fashions. Attendance by invitation only. Contact: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE BROS., INC.	LEXINGTON AT 59TH ST. 2ND FLOOR
Thursday Nov. 6 5:00 P.M.- 7:00 P.M.	RESORT AND EARLY SPRING COLLECTION Kiviette will present a showing of her early Spring and Resort fashions. <u>Attendance Strictly By Invitation, Reservation Only.</u> Contact: Francine Tackel, BR. 9-1617.	KIVIETTE	RITZ CARLTON HOTEL GRAND BALLROOM
Friday Nov. 7 12:00 Noon Luncheon	SHOWING OF SPRING COATS FOR WOMEN Press showing and buffet luncheon to introduce the Spring collection of Mt. Rock coats for women, designed by Vera Maxwell. By invitation only. Publicity: Emily Purcell of Byrne, Harrington and Roberts, MU. 2-2678.	MT. ROCK OF ROCHESTER	RITZ CARLTON HOTEL CRYSTAL ROOM
Monday Nov. 10	GALA OPENING: METROPOLITAN OPERA Verdi's "Un Ballo in Maschera" will be the opening night opera of the 1947-1948 Metropolitan Opera season. Publicity: Margaret Carson, HE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
Tuesday Nov. 11 1:00 P.M. Luncheon	MILLINERY FASHIONS DURING LUNCHEON New Winter millinery by Peg Fischer at a luncheon show. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM

MUSIC... MOVIES... THEATRE

Friday
Oct. 17-
Oct. 25
NEW YORK CITY OPERA
NEW YORK CITY CENTER, 131 WEST 55TH ST.
Oct. 17, SALOME; Oct. 18, RIGOLETTO; Oct. 19, (Mat.) CARMEN,
(Eve.) LA TRAVIATA; Oct. 23, DON GIOVANNI; Oct. 24, ARIADNE; Oct. 25,
CAVALLERIA & PAGLIACCI. Contact: N. Y. City Center, CI. 6-8989.

Monday
Oct. 20
OPENING: "MEDEA" NATIONAL THEATRE, 41ST ST. WEST OF B'WAY
Robinson Jeffers' first play, a free adaptation from Euripides, dedicated
to Judith Anderson who co-stars with John Gielgud and Florence Reed. The
story of a barbarian woman's love for her social betters. Producer:
Robert Whitehead and Oliver Rea. Director: John Gielgud. Settings: Ben
Edwards. Costumes: Castillo. Publicity: Barry Hyams, MU. 3-3544.

Tuesday
Oct. 21
OPENING: "AN INSPECTOR CALLS" BARRYMORE THEATRE, 47TH ST. WEST OF B'WAY
Courtney Burr and Lasson Gresberg present a play by J. B. Priestly, set
in a British industrial town in 1912. Starring Thomas Mitchell, cast
includes Melville Cooper, Doris Lloyd, Renee Ray, John Buckmaster.
Director: Sir Cedric Hardwicke. Costumes and settings: Stewart Chaney.
Publicity: Phyllis Pearlman, PL. 9-6556.

Wednesday
Oct. 22
OPENING: "THE DRUID CIRCLE" MOROSCO THEATRE, 45TH ST. WEST OF B'WAY
Alfred de Liagre, Jr. presents a drama about conflict in the life of a
professor in a Wales university. Leo G. Carroll heads cast. Director
and author: John van Druten. Costumes and settings: Stewart Chaney.
Publicity: Gertrude Bromberg, PE. 6-6678.

Wednesday
Oct. 22
PREMIERE: "FOREVER AMBER" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century Fox presents Darryl F. Zanuck's technicolor movie based on
the best selling novel by Kathleen Winsor starring Linda Darnell, Cornel
Wilde, Richard Greene and George Sanders. Producer: William Perlberg.
Director: Otto Preminger. Settings: Thomas Little and Walter M. Scott.
Wardrobe Direction: Charles Le Maire. Costumes: Renee Hubert. Publicity:
Jeannette Sawyer, CO. 5-3320.

Friday
Oct. 24
PREMIERE: "THAT HAGEN GIRL" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers' drama about hypocrisy in a small town with Ronald Reagan,
Shirley Temple and Rory Calhoun. Producer: Alex Gottlieb. Director:
Peter Godfrey. Settings: L.B. Reissneder. Costumes: Trevilla. Publicity:
Eve Siegel, CI. 6-1000.

Wednesday
Oct. 29
OPENING: "THE WINSLOW BOY" EMPIRE THEATRE, B'WAY & 40TH ST.
John C. Wilson, in association with the Theatre Guild and the London firm
of H.M. Tennent, Ltd., presents a drama by Clarence Rattigan about a fight
through the English courts by a father trying to prove his son innocent of
a theft at prep school. Cast includes: Alan Webb, Valerie White, Frank
Allenby, Madge Compton, Betty Sinclair. Director: Glen B. Shaw. Costumes
and settings: Michael Weight. Publicity: Willard Keefe, CI. 6-7492.

Tuesday
Nov. 4
OPENING: "FOR LOVE OR MONEY" HENRY MILLER THEATRE, 43RD ST. E. OF B'WAY
New comedy by F. Hugh Herbert, author of "Kiss and Tell", starring John
Loder, Vicki Cummings, June Lockhart and Mark Daniels. Producer:
Bernard Straus. Director: Harry Ellerbe. Settings: Raymond Sovey.
Costumes: Anna Hill Johnstone. Publicity: Richard Maney, WI. 7-6939.